



DEPARTMENT OF DEFENSE (DoD)

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Visual Information Awards Program 2011

Military Videographer of the Year (MILVID)

**STANDARD OPERATING PROCEDURE**

**DEPARTMENT OF DEFENSE  
VISUAL INFORMATION AWARDS PROGRAM  
STANDARD OPERATING PROCEDURE  
COMPETITION YEAR 2011**

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## I. Background

- A. The Visual Information Awards Program (VIAP) is designed to recognize, reward and promote excellence among military photographers, videographers, journalists, broadcasters, photojournalists, graphic artists and mass communication specialists for their achievements in furthering the objectives of military photography, videography, and graphic arts as a command information and documentation medium within the military. This program operates under the aegis of the Office of the Assistant Secretary of Defense for Public Affairs (OASD(PA)) and is administered by the Commandant of the Defense Information School (DINFOS), with cooperation from national and local professional organizations.
- B. Encompassed in the VIAP are the Military Photographer of the Year Competition (MILPHOG), the Military Videographer of the Year Competition (MILVID), and the Military Graphic Artist of the Year Competition (MILGRAPH).

## II. Eligibility

- A. The VIAP competitions are open to Active Duty, Reserve, and National Guard enlisted personnel of the five Armed Services holding the MOS, rating, NEC, or AFSC of photographer, journalist, photojournalist, videographer, broadcaster, graphic artist, mass communication specialist or equivalent. Members who leave the Armed Forces during the year may compete as long as the material submitted was completed in its entirety while on active duty or in a Reserve or National Guard status. Personnel assigned to the Coast Guard Auxiliary and the Civil Air Patrol are prohibited from competing, unless eligible under another category.
- B. The Commandant, Defense Information School, or his/her designee, will address all questions concerning eligibility.

## III. Contest Dates

- A. Material entered for competition must have been produced between January 1, 2011 and December 31, 2011, and not have been previously judged in a VIAP competition. All entrees must be in the VIAP system no later than **February 17, 2012. Editing capability stops at 2359hrs, February 17, 2012.**

## IV. Rules

- A. All entrants must meet the eligibility requirements of Section II, Eligibility.
- B. All entries must:
  - 1. Have been produced for military purposes as part of the entrant's official visual information duties, **not as a student prior to earning MOS, rating, NEC, or AFSC.**

2. **Must conform to the ethical policies outlined in DoD Instruction 5040.02** (<http://www.dtic.mil/whs/directives/corres/pdf/504002p.pdf>) And; although not addressed in DoDI 5040.02, **strokes and text on photos are strictly prohibited.**

**i.e.** Anything that weakens or casts doubt on the credibility of official DoD imagery in or outside the Department of Defense shall not be tolerated.

- a. The alteration of official DoD imagery by persons acting for or on behalf of the Department of Defense is prohibited, except as follows:
  - i. Photographic techniques common to digital imaging stations such as dodging, burning, color balancing, spotting, and contrast adjustment that are used to achieve the accurate recording of an event or object are not considered alterations.
  - ii. Photographic and video image enhancement, exploitation, and simulation techniques used in support of unique cartography; topography; engineering; geodesy; intelligence; criminal investigation; medical; research, development, test & evaluation; scientific; and training requirements are authorized if they do not misrepresent the subject of the original image.
- b. In other words "...must be a truthful representation of whatever happened in front of the camera during exposure." You may post-process the images electronically in accordance with good practice. That is cropping, burning, dodging, and converting to black and white as well as normal exposure and color correction, which preserves the image's original expression. The competition POCs and Judges reserve the right to see the original raw image files or raw tape. In cases of doubt, the photographer can be pulled out of competition".

3. **Must be approved for public release:** Clearance for public release (DoDI 5040.7) The determination by responsible officials that a DoD production and the information contained therein are not classified; do not conflict with established DoD or Federal Government policies or programs; and comply with applicable laws and regulations, and, therefore, are releasable to the public. **(Syracuse and DINFOS faculty/staff/students contact 301.677.3212 for more information).**

4. **Must meet the requirements specified in Section III, Contest Dates.**

5. Entries received that in the opinion of SME and/or contest officials do not meet these criteria will be disqualified.

- C. Each entry is limited to the work of one entrant who must have performed a majority of the work required to complete the entry

- D. An entrant may compete in one or more competition. However, an individual image, graphic, art piece or video may be entered in only one competition (with the exception of entries submitted as part of a portfolio). For example, an image entered in the Illustrative Photography category in the MILPHOG competition cannot be simultaneously entered into the Illustration category of the MILGRAPH competition. But a portion of video could be entered as a component multimedia story within the MILPHOG competition.
- E. Work completed as part of a professional business enterprise cannot be submitted.
- F. Entries must conform to all applicable DoD components, Copyright Law infringement (<http://www.copyright.gov/>), HIPAA Privacy Rule (<http://www.hhs.gov/ocr/privacy/hipaa/understanding/summary/>), and U.S. Coast Guard guidelines as well as all rules of this program and the individual competition submitted to, and must meet all category eligibility requirements. This includes caption, VIRIN and image specifications as set forth in DoDI 5040.2. **FAILURE TO SUBMIT COPYRIGHT RELEASE FORM WILL RESULT IN DISQUALIFICATION OF THE ENTRY.**
- G. Additional rules pertaining to each competition are outlined in the applicable section of this document.

## V. Judging

- A. Non-DoD videography professionals from local and national organizations will conduct judging.
- B. Judging will take place at the Defense Information School (DINFOS) during the week of March 12-16, 2012. MILVID will be judged on Thursday, 15 March 2012. Exact judging times will be posted on the DINFOS Web page at <http://www.dinfos.dma.mil> after 1 March 2012. The judging is open to all DoD ID Card holders and guests who wish to attend.
- C. Judges will evaluate entries on:
  - 1. Storytelling ability
  - 2. Technical quality
  - 3. Originality
  - 4. Creativity

## VI. Awards

- A. The Military Videographer of the Year will receive awards appropriate to their professional specialty. First-place winners in each category of the competition will receive plaques and certificates; second and third-place, and honorable mention recipients in each category of the competition will receive certificates.

- B. Judges will normally select only one first, second, and third-place winner in each category. The number of honorable mention winners will be at the discretion of the judges. Where no entry in a category is considered within contest standards, judges may choose to withhold any or all awards within that category.
- C. Winning entries will be posted on the DINFOS Web site on <http://www.dinfos.dma.mil>. All entries remain the property of the Department of Defense.

**VII. After Action Review.** Following the judging, the Defense Information School will:

- A. Distribute a list of the winners.
- B. Provide plaques, certificates, and awards.
- C. Forward letters, plaques, and certificates to the command organization of each winner.
- D. Prepare and distribute a news release.

**VIII. DoD Awards Presentation Ceremony**

- A. In coordination with the DoD components and the U.S. Coast Guard, the Defense Information School will invite the Military Videographer of the Year and the first-place winners of all categories to receive their awards at a formal ceremony. The Ceremony will be held on Friday, 4 May 2012.
- B. Travel funding to attend the Department of Defense Communicators of the Year Awards Ceremony will be provided by the Defense Information School for the Military Videographer of the Year.
- C. Awards and certificates for all other winners will be sent via their command organization.

**IX. Points of Contact**

- A. Questions regarding these instructions can be addressed to the following personnel:

Competitions Coordinator – [competitionscoordinator@dinfos.dma.mil](mailto:competitionscoordinator@dinfos.dma.mil)

MILVID Coordinator - [dinfosmilvid@dinfos.dma.mil](mailto:dinfosmilvid@dinfos.dma.mil)

**X. MILVID Rules and Categories**

- A. Additional Rules pertinent to MILVID

1. Entrants **must** register and submit all entries digitally into the VIAP system. All MILVID entries must have a JPEG screen shot entered into the VIAP system. All IPTC fields of that image will be according to Section XII, Electronic Image Specifications. Entrants must FTP Quicktime file of the entry. If the entry contains music, copy of the music license or invoice **IS NOT** required. By signing the Entrant Data Form, the entrant is excepting all responsibility for the entry. Entrant should maintain a copy of the music license or invoice for personal records. Any entry not meeting the criteria of the registered category or the additional rules pertinent to MILVID will be disqualified.
2. All cover stories will be written according to the guidelines set forth in Section XV, Captions and Cover Stories. Individual shot descriptions are not required.
3. Entrants may compete in all six categories unless otherwise noted. Except for the Military Videographer of the Year (MVOY) category, the same clip may not be entered in more than one category. No more than 12 entries are allowed per entrant. No more than three entries are allowed per category except in the MVOY category where only one entry may be submitted.
4. 100% of the entry must have been shot and edited by the entrant. Exceptions can be found in the category descriptions. In general, material may be re-edited to meet MILVID parameters according to the category - e.g. time and sound requirements, music clearances, etc.
5. Natural sound, and if needed, an interview with identified participant for voice-over, may be used. Appropriate non-digital effects, fades, or wipes will be allowed in all entries. Reporter stand-ups are not allowed except in Feature Story entries. Music is allowed except in the Combat Documentary category. Music videos are not permitted except in the Editing category. Narration is allowed in Editing and Feature Story categories.
6. Each entry, except for those entered in the Feature Story category, must not exceed four minutes, excluding titles before first scene. Feature Story entries must not exceed five minutes in length. The run time of each entry must be listed on a label attached to the videotape.
7. **No entries may identify the shooter, editor, or reporter in either voice or title format.**
8. Entries will be submitted into the VIAP system via FTP Quicktime file high resolution (**named as VIRIN + category code**), and a MiniDV tape being mailed. All video footage originated in High Definition must be down converted to Standard Definition. Please ensure that your Hi-Def footage or Standard Definition Footage shot in 16:9 is submitted Standard Definition signal ready for viewing. Therefore, anything shot in 16:9 will be letterboxed when exported out of your NLE as a video file or put on tape for submission. **Do not submit anything in the form of an authored DVD, i.e. VOB, VIDEO TS files.**

9. Titles, which may be applied in the field, and use of fade-in and fade-out of the titles, are permitted for all categories.

10. A video entrant's submissions may be placed on a single MiniDV tape. Entrants must submit their own tape. Each tape will have 30 seconds of Bars and Tone at beginning of tape and between each submission.

11. All entries MiniDV tapes will have the following leader:

- a. 10 seconds of Slate (name, organization, video title and category)
- b. 5 seconds Black (no countdown)
- c. Video Entry (no credits)
- d. 5 seconds Black (at end)
- e. If more than one entry is being submitted, go back to step a and continue.
- f. MVOY entries are considered to be one entry and should be formatted as follows:
  - i. 10 seconds of Slate (name, organization, project title and category)
  - ii. 5 seconds Black (no countdown)
  - iii. Entry One (no credits)
  - iv. 5 seconds Black
  - v. 10 seconds slate
  - vi. 5 seconds
  - vii. Entry Two (no credits)
  - viii. 5 seconds Black (at end of 2nd clip).

12. Music must be cleared for public release. If the entry contains music, copy of the music license or invoice **IS NOT** required. By signing the Entrant Data Form, the entrant is excepting all responsibility for the entry. The releasing authority's signature will confirm the public release. Entrant should maintain a copy of the music license or invoice for personal records. Use of copyrighted music / audio effects without written permission is prohibited and will result in disqualification.

13. Each entry must be named in accordance with Section XIII, File Naming, and contain the IPTC information outlined in Section XII, Electronic Image Specifications. All captions or cover stories will be written according to the guidelines set forth in Section XV, Captions and Cover Stories.

**XI. MILVID Categories:** The following six categories are established for the MILVID Competition.

1. **Combat Documentary:** A story composed of primarily uncontrolled activities, where the videographer controls less than 25% of the submitted footage that depicts the U.S. Military in connection with a joint or Service contingency operation, or real-world, combat-oriented event.



2. **Documentary:** A story composed of primarily uncontrolled activities, where the videographer controls less than 25% of the submitted footage, that depicts any aspect of the military mission that do not qualify for the Combat Documentary category.

3. **Field Production:** A story put together based on a preconceived concept or idea that depicts any aspect of the military mission where a majority of the action being shot is controlled by the videographer. Entries are typically scripted or storyboarded before shooting.

4. **Editing:** The Editing category is designed to recognize the talents and achievements of the entrant in editing a clip depicting any aspect of the military mission. Post-Production techniques such as narration, interviews, music, dissolves, wipes, split screens, slow motion, and computer graphic displays are encouraged in this category.

Footage used for this clip may or may not be the work of the individual submitting the entry. Up to 100% of the entry may be military-generated archival stock footage. Up to 30 seconds of the clip may be non-military historical/archival stock footage, if critical to the story. 75% of the footage must have been edited by the entrant.

5. **Feature Story:** A story that depicts any aspect of the military mission where the entrant has contributed at least 50% of the footage with the remainder coming from any other, non-copy written source. The entrant must have performed 100% of the editing. A reporter stand-up may be used for voice-over.

6. **Military Videographer of the Year (MVOY):** The winner of this category is recognized as the Military Videographer of the Year. **The Competition Staff will not assemble the MVOY submission.** The specifications for entries in this category are as follows:

- a. The MVOY entry is composed of two entries:
  - i. One entry from either the Combat Documentary or Documentary categories;
  - ii. One entry from the Field Production category.
- b. All individual category rules apply.
- c. Only one entry per entrant is allowed.

Entrants of this category **must** submit a one-page biography and a digital photograph with their portfolio at <http://viap.dinfos.dma.mil/Default.aspx?alias=viap.dinfos.dma.mil/home>. Both the biography and photo must be cleared by public affairs. Find approved example at: <http://www.dinfos.dma.mil/events/viap/example.pdf>

7. **Military Video of the Year:** A Military Video of the Year selection will be made from all videos entered and will be marketed to publications external to DoD.

Judges are briefed on the descriptions of the categories. Failure to properly categorize your video may result in the judges disqualifying the piece.

## **XII. Registering via VIAP Web Site**

Entrants must register for MILVID competition via the VIAP web site. Entrants must begin by filling out a registration form at <http://viap.dinfos.osd.mil/>. Once registered, entrants will be issued a username and password that can be used to access the entry system to submit entries, review and modify information about entries, and modify registration information.

### **XIII. Submitting Entries via VIAP Web Site**

B. Entrants must register for and submit entries via the VIAP Web site for any of the VIAP competitions, including MILVID. This allows the entrant the most control, allowing them the ability to view and/or edit their own entries ensuring the correct photos get placed where they need to go.

C. DINFOS will entertain individual exceptions to policy. Please contact Mr. Rob Hood at (301) 677-3212 (DSN: 622-3212) and [rob.hood@dinfos.dma.mil](mailto:rob.hood@dinfos.dma.mil)

D. Entrants may only view and/or edit their own entries. **Editing capability stops at 2359hrs, February 17, 2012.**

### **XIV. Packaging / Shipping Entries**

A. Each entrant must submit a legible Entrant Data Form (Attachment A) even if the entrant registered for the competition online. Only one Entrant Data Form is required for each entrant. Each Video entry must contain a legible Motion Media Caption Sheet (Attachment B). Entry packages must be postmarked no later than **February 17, 2012** and must be mailed prepaid. Indicate on the outside of the package the submission is for MILVID. Multiple entries may be shipped together as long as the material for each entrant is clearly separated.

1. Video entries shall be submitted according to Section X, MILVID Rules and Categories, Subsection A, Additional Rules pertinent to MILVID (page 5).

B. Entrants also have the opportunity to register for the competitions via the VIAP Web Site. Instructions for registering for the competitions are included in Section XII, Registering via VIAP Web Site, (page 8).

C. Complete mailing address to include 9-digit zip code and homeport/unit location is essential. Avoid nicknames and unit / activity acronyms that require interpretation. Locally reproduced forms are acceptable, as are word-processed equivalents. If PCS transfer is anticipated by May of the judging year, please include new address.

D. Entries mailed from APO's or FPO's, if using a franked government label, must be stamped 4TH CLASS MOM in order to be shipped by air to CONUS.

E. Entrants will be notified via email that their entry has been received and processed.

F. No entries or media will be returned.

G. To FTP MILVID entries to the competition, refer to the VIAP website at <http://www.dinfos.osd.mil/events/viap/index.asp>. Or contact the competition coordinators at [dinfosmilvid@dinfos.osd.mil](mailto:dinfosmilvid@dinfos.osd.mil) for the FTP URL, username and password.

H. Mail back-up packages to:

Defense Information School

ATTN: Competitions Coordinator / MILVID  
6500 Mapes Road  
Ft. George G. Meade, Maryland 20755-5620

## **XV. VIRIN Creation**

A. Portions of the information contained here have been extracted from the DoD Imagery and Caption Style Guide.

B. The format of a VIRIN is as follows: YYMMDD-S-NNNNA-XXX. Following is a description of each of the different VIRIN Fields:

1. Field 1 (YYMMDD): Date the entry was acquired or originated, in the year, month, and date format.

2. Field 2 (S): The service affiliation or status of the entrant. The abbreviations are:

A = Uniformed member or civilian employee of the Army

N = Uniformed member or civilian employee of the Navy

F = Uniformed member or civilian employee of the Air Force

M = Uniformed member or civilian employee of the Marine Corps

G = Uniformed member or civilian employee of the Coast Guard

3. Field 3 (AANNN) the field three shall consist of the Vision ID of the image originator, which is assigned by the DIMOC through the Defense Imagery Website in accordance with Enclosure 7 of DoDI 5040.02 October 27, 2011.

4. Field 4 (NNN): Unit number in sequential order for work created on the day specified in Field 1. Numbering should follow the approximate order in which each unit of media was acquired or originated by the entrant on the day specified in Field 1, starting with 001 and continuing consecutively as necessary up to 999. No two entries created on the same day should have the same values in this field.

5. Full example of a VIRIN: The fourth unit of media created and not discarded by Army Sergeant John Doe, Vision ID RN675 on March 23, 2009, would be assigned the VIRIN 090323-A-RN675-004.

C. All VI professionals who do not have a previously assigned Vision ID shall log in to the Defense Imagery web site at <http://www.defenseimagery.mil> to receive their Vision ID number.

D. Any entry without the VISION ID is in violation of DoDI 5400.16 (Reference (ai)) and OMB M-07-16 (Reference (aj)). **FAILURE TO ADHERE TO THIS POLICY MAY RESULT IN DISQUALIFICATION OF THE ENTRY.**

## **XVI. Cover Stories**

A. Portions of the information contained in this attachment has been extracted from the DoD Imagery and Caption Style Guide.

B. Cover Stories should be written as prescribed below:

1. Action. The first sentence of the caption describes the action in the photo, in the present tense, and states when and where the photo was taken. If a person is the subject, include full name, rank, and unit of assignment (do not include hometowns).

a. Who. The “who” description should include name, rank, and military unit or organization of identifiable individuals (do not include hometowns).

b. What. The “what” description should include the name and nomenclature of any weaponry or equipment; the name and hull designator of any ship; the name and designator of any aircraft or missile; and the unit name and designator of any unit shown. The description should also include any special field gear (such as backpacks, nuclear-biological-chemical protective suits, or utility belts) that people are wearing or carrying. If the subject is a building, facility, fort or site, then include the name and appropriate designator. If unable to obtain information by inquiry, then record the relevant nomenclature plates, logos, signs, flags or other identifiers.

c. When. The “when” description should include the date and also approximate time if this is relevant to understanding the content of the entry.

d. Where. The “where” description should include the geographic name of the place. If an aerial shot, the “where” should state: “aerial shot of [subject] over [what geographic place or area].” If shot at sea, the “where” should indicate the body of water and some indication of where (such as “on board the USS Kennedy 200 miles NE of Norfolk” or 55°N 100°W). If an interior shot, the “where” should indicate what the scene is the interior of (such as “interior of C-141 cockpit” or “room 2C147 of the Pentagon”).

e. How. The “how” description should include the significance of the actions, subjects, or events depicted unless it is otherwise obvious, i.e. how is the entry important? If the subjects are performing some action or activity, identify it.

f. Why. The “why” description should include the purpose of the operation or exercise that the entry documents.

2. Background. The second sentence of the caption gives background on the news event or describes why the entry is significant to the DoD. This usually gives the “big picture.” Whenever possible, try to keep captions to no more than two concise sentences, approximately 100-150 words, while including the relevant information.

3. For the purposes of this competition, **DO NOT** include a credit line or any other information that might identify the entrant. Further, do not repeat information gathered elsewhere in the IPTC header information, if used. **FAILURE TO ADHERE TO THIS POLICY MAY RESULT IN DISQUALIFICATION OF THE ENTRY.**

4. The following is an example of a proper caption for competition:

a. **MILVID:** Runners from all branches of the Armed Forces competed against each other at the Armed Forces Cross-Country Championship in Indianapolis, Indiana. The championship was held in conjunction with the U.S. Cross-Country Championship the week of February 18-22, 2004.

## **XVII. Category Codes**

A. The following abbreviations should be used to designate the category in which an entry should be entered. Failure to use the correct code could result in an entry being placed into the wrong category.

### **A. MILVID**

1. COM - Combat Documentary
2. DOC - Documentary
3. EDI - Editing
4. FPR - Field Production
5. FEM - Feature Story
6. MVY - Military Videographer of the Year

**VISUAL INFORMATION AWARDS PROGRAM  
ENTRANT DATA FORM  
Contest Year 2011**

Competition(s) Entered: ☐ MILPHOG ☐ MILVID ☐ MILGRAPH

Name: \_\_\_\_\_ Rank/Grade: \_\_\_\_\_

VISION ID: \_\_\_\_\_

Branch of Service: ☐ USA ☐ USN ☐ USMC ☐ USAF ☐ USCG ☐ DOD

Status: ☐ Active Duty ☐ National Guard ☐ Reserve

MOS/NEC/AFSC: \_\_\_\_\_

**USN and Coast Guard Only:** Rate: ☐ MC ☐ PA ☐ Other

Organization \*: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City / APO / FPO: \_\_\_\_\_ State: \_\_\_\_\_ Zip-Code: \_\_\_\_\_

Phone Number: DSN: \_\_\_\_\_ Commercial: \_\_\_\_\_

E-mail address \*\*: \_\_\_\_\_

I certify that all materials submitted with this entry form are the sole work of the applicant and are unclassified and releasable through the Department of Defense for public exhibition. I certify that any music used in my entries are copyright free or have been purchased with the rights to use. Entries were accomplished between 1 January and 31 December 2011. I further certify that all entries submitted meet the criteria established in DoD Directive 5040.5, Alteration of Official DoD Imagery. If I was in a Reserve or National Guard component, I occupied a validated position and all imagery submitted was accomplished while assigned to an active duty unit, or during annual training.

\_\_\_\_\_  
Signature of Applicant (**MUST BE SIGNED**)

\*If PCS is anticipated prior to competition judging, please include new unit address.

\*\* Any e-mail address where we can contact you.

Submission 1 Releasing Authority (name, rank, unit, phone): \_\_\_\_\_

Submission 2 Releasing Authority (name, rank, unit, phone): \_\_\_\_\_

Submission 3 Releasing Authority (name, rank, unit, phone): \_\_\_\_\_

Attachment A

Name of Entrant: \_\_\_\_\_

Title (as appears on video slate): \_\_\_\_\_

VIRIN: \_\_\_\_\_ Run Time: \_\_\_\_\_

Is any content in the entry classified (if “Yes,” the entry cannot be submitted)? ☐ Yes ☐ No

Does the entry contain copy written material (e.g. music, clips, etc.)? ☐ Yes ☐ No

Source of music (if any): \_\_\_\_\_

Cover Story (Do not include shot by shot descriptions): \_\_\_\_\_

[illegible]